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WANNAMAKER

Pedigreed Cleveland Big Boll Cotton Seed

THE BOLL WEEVIL COTTON

By T. M. Wannamaker

Latest Improved Seed No. 18 Direct From the Originators and Breeders

As Originators and Disseminators of These Seed Over the
South, We Have Yearly Increased the Cotton Crop
of the South by Millions of Pounds



MODEL SEED FARMS

ORIGINATORS AND BREEDERS

St. Matthews, South Carolina

FARM OPERATED SINCE 1876. -- SEED FARM ORGANIZED 1907.

Owned and Operated by

J. SKOTTOWE WANNAMAKER, Pres.
Sales Manager

T. M. WANNAMAKER, Vice-Pres.
Seed Manager, Production Manager &
In Control of Breeding

F. M. WANNAMAKER, Secty.
Shipping Manager



Breeding Field on Model Seed Farms from which seed are taken and multiplied. This field made one and a quarter bales per acre this year. T. M. Wannamaker and F. M. Wannamaker. All photos taken Sept. 6, 1925 showing earliness of cotton and adaptability for boll weevil conditions. It is the early cotton that makes before Boll Weevil starts to migrate and do the greatest amount of damage.



TREUTLEN M. WANNAMAKER

General Seed Manager Model Seed Farms. Eighteen years experience in Pedigreed Seed Business. One of founders and organizers of Seed Farm in 1908.



J. SKOTTOWE WANNAMAKER

President Model Seed Farms.

MODEL SEED FARMS

Owned and Operated by J. Skottowe Wannamaker, T. M. Wannamaker & F. M. Wannamaker.

Farm Operated Since 1876—Seed Farm Organized 1907.

THE MODEL SEED FARMS are located at St. Matthews, S. C., and on the highest elevation between Charleston and Columbia, S. C. The soil is a sandy loam, with a stiff red clay six inches to two feet below surface. It is the middle class of soils on which cotton grows to perfection. The farms contain 3000 acres of some of the best land in Calhoun County.

We wish to say we keep our Wannamaker Pedigreed Cleveland Seed up to the highest standard and sell nothing except seed bred and grown on our own farms. We own and operate 3000 acres of land. 2000 acres of this is devoted to cotton. We have been breeding and growing our pedigreed Wannamaker Cotton Seed for eighteen years and have been selling our pedigreed seed all over the cotton growing states for sixteen years. We have satisfied customers throughout the cotton belt who attest as the high yielding quality of our seed and who have given us reorders for seed each year. This year we have 200 acres planted in our stock seed which were multiplied from our breeding field which we plant on our farms next year. We have also fifty acres and eight acres each of which are a year ahead in breeding which are multiplied each succeeding year. These seed are taken originally from our stalk-to-row breeding field. Then we start over again each year to multiply seed from rows making best yield and percentage of lint in our stalk-to-row breeding field. Do not be mislead by misstatements of real facts by others selling seed. We have been in the seed business for eighteen years and this year have the best pedigreed seed we have ever offered. Our seed will run 98% in germination and 100% pure, (Cotton picked during perfectly dry weather without a drop of rain), and the best bred seed to be bought, bred and grown on our own farms under our personal supervision. We are the ORIGINALS AND BREEDERS of this seed since 1908 which is well known.

The only change we have made is in our plant breeder. We have employed one of the best plant breeders to assist Mr. T. M. Wannamaker in the breeding work and we expect to extend our work on a larger scale than ever so that we may serve our customers to the utmost and continue to keep our seed up to the highest standard.

ADVICE FROM STATE AGRICULTURAL COLLEGE AND EXPERIMENT STATIONS

From Mississippi in the heart of the boll weevil section and the home of the old Cleveland variety of cotton:

MISSISSIPPI AGRICULTURAL EXPERIMENT STATION, A. & M. COLLEGE, MISS.

Director's Office.

December 15, 1922.

T. B. Gilbert & Company,
Wisner, Louisiana.
Gentlemen:—

Replying to your letter of the 11th, the same having been referred to this office by the President of the College, beg to say that I know of no one in this section having seed of the Wannamaker Big Boll cotton that I could recommend as being absolutely pure. I believe it would be worth your while to buy a few bushels from the originators of this variety, Model Seed Farms, St. Matthews, South Carolina.

Yours very truly,
(Signed) J. R. RICKS, Director.

JRR—KSJ

From Georgia:

"The Cleveland is the best all-round big boll variety that has been developed for Georgia conditions, and the Wannamaker strain is the earliest of which we have any knowledge.

"In regard to the use of seed that has been grown in Northern latitudes, it is our opinion that the locality in which seed has been produced has nothing to do with the germination or earliness of the same. The origin of this belief among farmers is due, I feel sure, to the fact that only early maturing varieties are grown in Northern latitudes, on account of the short seasons, and, therefore, such seed will be early wherever grown thereafter.

"Wannamaker-Cleveland seed may be purchased from the originators, Model Seed Farm, St. Matthews, S. C.

Very truly yours,
"C. A. McLendon, Expert in Cotton Breeding."
Experiment, Ga.

From South Carolina:

"NAME BEST VARIETIES."

"Boll Weevil Resistant Cotton Is Tested."

"To help lessen the damage from the boll-weevil, now advancing so rapidly in South Carolina, the Extension Service of Clemson College has tested during the last three years about twenty of the best varieties of cotton with reference to early fruiting and early maturing. The experiments were conducted in Edgefield, Aiken, Barnwell, Hampton, Beaufort, and Charleston counties to determine the varieties best suited to beat the boll-weevil.

"From the results so far obtained and from observation as to fruiting and growths, says E. E. Hall, expert in cotton breeding, the short staple varieties to be recommended for South Carolina conditions are Cleveland, Cook, Dixie Triumph and Dixie.

"On land free from wilt Cleveland Big Boll has given the best average results, and this is considered one of the best varieties for South Carolina, if land is entirely free of wilt.

"Cook ranks among the highest yielding varieties of the State, but is not as generally grown, because anthracnose or boll rot is worse in this variety than in any other."

NOTE: You will notice in above that Clemson College and the South Carolina Experiment Station do not mention "Wannamaker" (originator of the cotton) as do the Mississippi and Georgia Experiment Stations, in referring to our cotton. However, whatsoever the reason, the cotton referred to is "Wannamaker's" and has been for some time in point of definite improvements over and above the old variety, entitled to at least the name "Wannamaker" attached to it. Just remember, when you see a variety of cotton mentioned or advertised as Cleveland, that it is "Wannamaker's" or seed bought from Wannamaker one or more years ago.

From North Carolina:

"Model Seed Farm, Saint Matthews, S. C."

"Dear Sirs: Your Cleveland was tested with Cleveland from six other sources and we find it the most uniform variety of the group. We consider your variety of Cleveland the best strain of Cleveland which has been a part of our test for the past three years and are recommending it to growers in the eastern part of the State. We feel that you should be pleased with the showing that your variety has made, not only in North Carolina, but in all of the Southern States. We are sure, however, that it is due to your careful selection and handling of seed. We only wish that you were doing this work in North Carolina.

"R. Y. WINTERS,

"Plant Breeder and Agronomist, North Carolina Experiment Stations, West Raleigh, N. C." (From letters of 1916 and 1918).

THE MODEL SEED FARMS

LATEST IMPROVED SEED, RECLEANED AND (DELINTED SEED IF DESIRED.)

DIRECT FROM THE ORIGINATORS AND BREEDERS

Latest Improved Seed, Selected From Best All-Round Individual Plants.

REMEMBER, our WANNAMAKER cotton is improved each year in point of earliness, productivity, and type of plant by our experienced plant breeder, who has specialized for twelve years on this one best variety of short staple cotton and who knows what cotton plants will best serve the interests of the cotton farmer. To hasten the improvement and increase of seed, both individual and mass selections of cotton plants are made. No selection or selections are allowed to pass unless they have repeatedly proved their worth in carefully conducted tests with old strains and with themselves. It is our continual aim to produce the earliest and most productive, compact, closely-fruited cotton plants that will take up less room in the row and let in more sunshine to destroy the boll-weevil. Our latest improved seed will come nearer doing this than any other variety of cotton or advertised strain of our cotton we know of. Practically all Cleveland Big Boll cotton seed now being advertised and sold are "WANNAMAKER'S" secured from us one or several years ago.

REMEMBER, Our Latest Improved Seed can only be obtained direct from us, the ORIGINATORS AND BREEDERS as we offer no seed from our Breeding Patches to the public until the following year. We need them all for our increase fields, and prefer first increasing them ourselves and then offering them to our customers the following year at reasonable prices, and not fancy small lot prices. REMEMBER, Our "WANNAMAKER" cotton is a distinct type; each plant a model, with less weed growth, more and earlier fruit, and three to six per cent. more lint than other strains of the Cleveland variety. It will make more lint cotton every year and in a shorter time than any other cotton in existence. It is the best cotton for boll-weevil or no boll-weevil. We would have been completely justified in calling it by our own name when first originated by us in 1908, but have decided to retain in part the old name. It stands for definite improvements over and a distinct difference from the old variety. After thirteen years of patient and persistent plant-to-row breeding, we place before the public a still better cotton and a distinct pedigreed strain of cotton entirely different from any other variety in existence, truer to type than any other short staple cotton in the South today—a cotton so true to type that it would be impossible to imitate it by a new name without detection. We have been experimenting with and breeding other varieties and strains of cotton, but we have not yet discovered any cotton that would "all round" come up to our "WANNAMAKER'S PEDIGREED CLEVELAND BIG BOLL" Cotton.

OUR BREEDING METHODS.

In the plant-to-row method each year a number of especially fine individual cotton plants are selected from the breeding patches and increase fields. The yield, earliness and characters of each plant are noted and each is ginned separately on small gin to determine the percentage of lint. From these results the best are chosen and the seed of each planted separately on rows about one acre long in hills about three feet apart on land of uniform fertility. Each row is fertilized and cultivated the same and the plants thinned to only one, the healthiest, per hill. When these rows have reached maturity they are studied carefully and the best ones noted. Then each is picked and weighed separately to find out yield of seed cotton of each row. Then each is ginned separately on small gin to determine the percentage of lint of each row. From the study of each row, yield of seed cotton and percentage of lint, the best four or five rows are chosen. The following year they are planted separately in small increase patches of from one-half to one acre in area. During this time some of the seed from these best chosen rows are planted in strain and variety tests and tested against each other and former strains and a few other best varieties of cotton. It is from the results of this test that the one or two best rows are chosen from the first five. This process, supplemented also by careful mass-selections from the best increase patches, is repeated from year to year in maintaining and improving the highest production of lint cotton per acre of our cotton. In addition to choosing the one or two best rows from our plant-to-row test we also use all the best and most uniform rows of this test in a larger increase patch to hasten the multiplication of best seed.

WE ONLY BREED AND HANDLE THE ONE BEST SHORT STAPLE COTTON. We wish to call our customer's attention to the fact that we only breed and grow one variety of cotton, and that is a short staple cotton. For this reason we can keep it up to a high state of purity and productivity for there are no other cottons—short or long handled in connection with it or planted near. We Concentrate our efforts on one cotton, originated and bred by us since 1908. It is the one best short cotton.

DESCRIPTION OF OUR LATEST IMPROVED WANNAMAKER'S PEDIGREED CLEVELAND BIG BOLL NO. 18.

CONTINUALLY since 1908 our Plant Breeder has used the plant-to-row method (supplemented also by careful mass-selections) in developing and maintaining the greatest production of lint cotton per acre of our Wannamaker's Cleveland. Since we devoted 18 years of patient and skillful selection to the development of this cotton which is now regarded as the best short cotton in existence by most of the farmers and experiment stations of the South, we have decided to call our latest improved seed offered this year No. 18, indicating seventeen years of continuous and successful breeding work. AS ORIGINATORS AND DISSEMINATORS OF THESE SEED, WE HAVE YEARLY INCREASED THE COTTON CROP OF THE SOUTH BY MILLIONS OF POUNDS AND ADDED THOUSANDS OF DOLLARS INCREASE PROFITS TO THE POCKETS OF THE SOUTHERN FARMERS.

OUR LATEST IMPROVED SEED NO. 18, which we are offering for the first time this year, are descended from the best producing rows of our 1919 plant-to-row breeding patch, the seed of which have since been further multiplied in our larger multiplying fields for sale this year. These seed are the best we have yet offered and will yield you more lint cotton per acre than any other strain of Cleveland or variety of cotton you can plant. Our six acre 1920 increase breeding patch of this strain produced more than two bales of cotton per acre with an average of 40 per cent. of lint net in both 1920 and 1921. It also out-yielded all of our next best strains in our tests of 1920 and 1921.

CLEMSON COLLEGE AND THE SOUTH CAROLINA EXPERIMENT STATIONS, in their tests of varieties of cottons since 1917, say: "We believe Cleveland is our best staple variety, because it is always near the top. When we consider the results over a period of years and in different localities, it has the best record of any variety;" and in their fruiting studies of 1923 they say: "While Cleveland did not begin blooming quite as early as a few other varieties, by midseason it had set more lint cotton per stalk than any other variety, which position was maintained throughout the remainder of the season."

NOTE: The strain of Cleveland tested in their fruiting studies was Wannamaker's Cleveland. The above results substantiate our own, which we have repeated from time to time, so do not be fooled to change to some new variety with great claims, that have not been proven by years of testing, like Wannamaker's Cleveland has.

NORTH CAROLINA GROWN NO EARLIER THAN SOUTH CAROLINA GROWN cotton planting seed. There is a widespread belief among farmers due to traveling agents, advertising, newspaper reports and other propaganda that North Carolina grown cotton planting seed of a given standard variety, like Wannamaker's Cleveland, are weeks earlier than the same South Carolina grown seed. Some even go to the extent of stating that such seed are three weeks earlier. These statements are not based on facts but are either made ignorantly or for the purpose of selling seed. No experiment station has found such results or they would have let the farmers know. We would be glad for some farmers in South Carolina to plant some of their own good seed of Wannamaker's Cleveland beside the same seed North Carolina grown. There would be very little or no difference in earliness. Their own native seed would give them the greatest yield per acre. Earliness and yield of cotton seed depend on breeding and **SELECTION FOR EARLINESS AND YIELD AND NOT THE LOCALITY** in which the seed are grown. Write your Experiment Station about this point if you wish.



Our Plant Breeder Making Individual Selections

SUPPLY LIMITED. ORDER EARLY. On account of not saving any seed except those from white cotton picked before rain, our stock will be limited to only one-half the quantity we expected. Therefore, we advise you to place your order at the earliest possible date, as we are expecting to sell out our stock of seed unusually early this season. The seed offered by us this year are beautiful, and will germinate from 95 to 100 per cent. We also guarantee the purity and if you are not in every way satisfied with them after examination, you may return them within ten days at our expense and we will immediately refund entire purchase price.

UNUSUAL PRECAUTIONS AND CARE IN CHOOSING, HANDLING AND STORING ALL SEED OFFERED FOR SALE THIS YEAR. We have taken great pains in choosing and handling our entire stock of seed this year. Every seed was sacked in 100 pound sacks as they came from the gin and stored in our two large warehouses in rows of from two to four sacks wide, with a space of three to four feet between each row, to allow seed to get plenty of air, to prevent any possible chance of heating. We examine and test all seed before storing and then again before shipping.

ENTIRE STOCK OF SEED RECLEANED AND GRADED. We have two of the best and largest cotton seed recleaning and grading machines on the market. Operated by an electric motor, they reclean and grade our cotton seed as fast as they come from the gins. It cleans all dirt, sand, trash, burrs, half-locks, boll-weevil locks, lint cotton and all other foreign matter out of seed. What you get and pay for is only seed, not dirt, sand and trash. The seed go through the planter more regularly, giving you a more uniform stand of cotton. The grading part of machine removes all light, false and small seed, giving you a better stand of more healthy plants.

PRICE OF SEED. We are delinting part of our stock of seed and any farmer desiring same we can furnish him at 10 per cent. above regular price. **SMALL LOTS, \$2.75 PER BUSHEL. (30 POUNDS); 100 BUSHEL LOTS, \$2.50 PER BUSHEL. PER BAG (100 POUNDS) \$9.16.** All F. O. B. Saint Matthews, S. C. Our prices are cash with order. Write for prices on larger quantities. We will name a much lower price for larger quantity to be shipped this Fall. On all orders placed for future shipment we require 10 per cent cash with order, the balance to be remitted before the order is shipped. We advise you to make the 10 per cent deposit and place your order at once, as we expect to sell out this limited choice stock of our Latest Improved Seed No. 18 at a very early date this season. Sound seed of the best breeding from responsible seed breeders will be scarce this year.



Section of one of our large fields of pedigreed cotton which made over one bale per acre and officers of firm. Our photographs are pictures of fields in the natural state, and not stripped of leaves as others do before photographing the field.

OUR RESPONSIBILITY. We use every care from the time of planting to the time our seed are shipped out to you in breeding, growing, ginning, storing, testing for germination and vitality, and otherwise handling them. Attached to every bag is a tag on which is printed the percentage of germination and purity of that particular lot of seed. However, under no circumstances will we be responsible for the germination of any seed after they are planted, because there are many reasons for poor germination and weak growth other than soundness and vitality of the seed, such as handling and storing after they leave our hands, manner and depth of planting, and weather conditions at the time of planting. We are in no way responsible for crop or productivity of seed, as these depend too much on the seasons, land cultivation and fertilization. No responsible firm guarantees all these, because if they did they would soon be bankrupt by immense lawsuit claims brought against them. The success of our business depends on your confidence in us, which we try in every way humanly possible to merit. We do not claim to be infallible. We have made mistakes. Everyone does. But if by investigation, we find the fault to be our own, we have and always will adjust these matters to the satisfaction of our customers. We, in the meantime, profit by our mistakes to the end that they do not occur again.

YOUR RESPONSIBILITY. Examine seed in any way you see fit for germination and purity, upon arrival, and if they are not satisfactory in every way they may be returned in original package at our expense within ten days, after arrival at your station, and we will immediately refund entire purchase price. We will not be responsible for seed that remain in your hands after ten days from date of arrival at your shipping point.

DON'T BE FOOLED TO CHANGE TO SOME NEW VARIETY. There is no cotton that will yield as much value per acre in the long run under boll-weevil or no boll-weevil conditions as our **LATEST IMPROVED GENUINE WANNAMAKER STRAIN DIRECT FROM THE MODEL SEED FARMS.**

DO NOT BE FOOLED by some parties who imply that they are breeding and improving our cotton. Require of them their method of plant breeding, if any, and see if the breeding is being done methodically from year to year by a competent and experienced plant breeder. It is very easy for one who meddles without any method with plants or one inexperienced to actually breed a variety worse instead of better than the original. To improve requires talent, study, experience and system.

A FEW WORDS ABOUT FIGHTING THE BOLL WEEVIL:

GOOD FARMING: Play safe. Plant only from eight to twelve acres per plow in cotton and the balance of your farm in food and feed crops or some other money crops. Plant early, an early, rapid-fruited, high-yielding big boll variety of cotton. Use in drill under cotton not less than 400 or more than 800 pounds of high grade fertilizer per acre containing at least one-half of its source of Ammonia from Sulphate of Ammonia or Nitrate of Soda. After first chopping sow on side of cotton 50 to 75 lbs. of Nitrate of Soda per acre followed immediately by siding of cotton. 2nd application 100 pounds Nitrate or Sulphate, one-half of each to be applied June 15th, this being the most profitable fertilizer to use. Plant cotton thickly in 3 1-2 foot rows, chop out eight inches in drill, leaving two to three stalks per hill. Cultivate thoroughly every seven to ten days, or as often as weather permits. Do not let crop suffer.



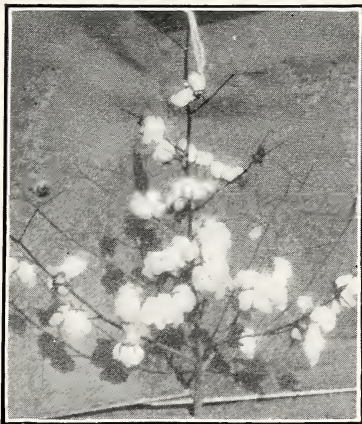
Our Wannamaker Pedigreed Cleveland Big Boll Cotton Growing On One Of The Best And Largest Cotton Plantations In Louisiana

POISONING: We are not interested in selling any poison material or machines for applying poison. After three years experience with the expensive dusting method and use of liquid poisons applied with machines, we recommend the following simple mixture: One gallon water; one pound calcium arsenate poison; one gallon blackstrap molasses. Place water in vessel first and pour poison in water slowly, stirring continually. Then add molasses. Keep stirring. After first chopping or as soon as weevils appear on cotton apply a few drops of this mixture carefully with a mop on the end of a stick to the buds only of each hill of cotton. Apply every ten days thereafter if weevils continue to appear on cotton and stop when cotton commences to square freely which will be about the 20th of June to the 1st of July in this latitude. The idea is to kill the old wintered over weevils as they come out of winter quarters in May and June while they can feed only on the tender cotton buds and before they can hide themselves in the squares out of reach of the poison to lay eggs for future generations of weevils. Get these first weevils in your own fields and your crop with proper fertilization and cultivation will have a chance to make a good yield before the weevil begins to migrate to your field from your neighbor's fields about the 1st to 15th of August. If all farmers in a community poison the migration period will be still further delayed and more cotton will be made by each and every farmer in that community. After migration starts we do not recommend the use of any poison. The amount required, expense of applying, and effect in killing the weevil when cotton is large will not yield a profit year in and year

out. After applying molasses poison in June pick off and up very carefully through the month of July all infected squares and destroy. Dry Calcium in dust form should be used after June. Good cotton will be made in a dry year, with good farming, without any poison. But we don't know when the dry weather is coming. The cheap molasses mixture correctly applied and picking up of squares will help you make more cotton in an average season and will save you from complete failure in a wet season. If all farmers in the belt would destroy their cotton stalks two weeks before frost and use the above method of weevil control, there would be left very few weevils to multiply and eat up the cotton crop in July and August.



Photograph showing the product of one of our 1920 increase fields on our Home Farm.



A Typical Small Growing Plant Of Our Cotton. Plant Only Three Feet High Bearing Over Forty Well Developed Open Bolls Of Cotton



Variety test which is conducted on Seed Farm every year.

The above variety test was conducted by T. M. Wannamaker this year.

We got the best bred strains of Cleveland Cotton from the several seed farms, planted same on one acre between corn and picked all at same time. We conduct these tests so that we may compare our cotton with other cottons. We got the following results in seed cotton:

Wannamaker Cleveland	960 Lbs
College No. 1	920 Lbs
Mississippi Cleveland	840 Lbs
Humco Cleveland No. 20	896 Lbs
Coker Cleveland	792 Lbs

THE TEN COMMANDMENTS OF AGRICULTURE.

By the Late Dr. Seaman A. Knapp.

- (1) Prepare a deep and thoroughly pulverized seed-bed, well drained; break in the fall to a depth of 8, 10, or 12 inches, according to the soil, with implements that will not bring too much of the sub-soil to the surface. The foregoing depths should be reached gradually.
- (2) Use seed of the best variety, intelligently selected and carefully stored.
- (3) In cultivated crops give the rows and the plants in the rows a space suited to the plant, the soil and the climate.
- (4) Use intensive tillage during the growing period of the crops.
- (5) Secure a high content of humus in the soil by the use of legumes, barnyard manure, farm refuse, and commercial fertilizers.
- (6) Carry out a systematic crop rotation with a winter cover crop.
- (7) Accomplish more work in a day by using more horsepower and better implements.
- (8) Increase the farm stock to the extent of utilizing all the waste products and idle lands of the farm.
- (9) Produce all the food required for the men and animals on the farm.
- (10) Keep an account of each farm product, in order to know from which the gain or loss arises.



One of our large seed houses which is equipped with seed cleaner and sufficient room to take care of a large amount of seed.

COMMENTS.

All seeds are shipped in new strong sacks, branded and tagged so they will reach their destination quickly, safely, and without waste.

Place your orders at once as our supply is limited, and as "first come, first served" is our rule. Remember, also, that freight transportation is very slow and often subject to delay during the spring fertilizer season; and if you get your seed too late for planting, do not blame us for your own unnecessary delay.

If you have any just complaint to make about the looks before planting, or the results after planting, of our seeds, kindly write us at once your reasons for same, so that we may explain and come to a mutual understanding about the matter.

Above all things, weigh and consider first, before blaming our seed, perchance you fail to make a good crop on account of adverse seasons or through any fault of your own, both of which it is very human to overlook and place the blame on the seed bought, forgetting that it is impossible for any seed without good seasons to get a fair showing.

In conclusion, we beg to say that we are in the seed business to stay, and will indefinitely improve (unless by our experiments we find something better) the above variety of cotton, giving you the advantage of whatever useful qualities we may develop in them in the future; and that in this work our minds are not entirely set on the mere making of money, but that we may be of some service in bringing about "the wave of agricultural prosperity that is now sweeping over our Southland."

Wishing you a New Year of Health, Happiness and Prosperity, we beg to remain,

Yours very truly,

MODEL SEED FARMS.



General view of seat of Model Seed Farm where seed have been bred
done—Photo taken by



ed for eighteen years, and on which the breeding will continue to be
ken August 1, 1925

TESTIMONIALS OF EXPERIMENT STATIONS AND FARMERS

What Some of the Most Practical, Successful and Experienced Farmers Have to Say.

Waynesboro, Ga., February 5, 1920."

"Model Seed Farm, Saint Matthews, S. C."

"Gentlemen: Please find enclosed my check for \$600.00 for 150 bushels of your latest improved Pedigreed Strain Cleveland Big Boll seed. You will note from your records that I have been buying seeds every year for several years past from you.

"Your seed have always given me wonderful results. In 1918 I picked 186 bales off of 83 acres planted with your seed. This year under boll-weevil and excessive rain conditions I picked 194 bales off of 113 acres. You can refer to me any one that would like to know about our seed and I will take great pleasure in telling them just how great I think your seed are.

"Wishing you much success in your great work, I am,

"Yours very truly,

"E. H. BLOUNT."

Model Seed Farms,
St. Matthews, S. C.
Georgia Exp. Station.

Your esteemed favor of recent date, asking for the standing of your Wannamaker Pedigree-Cleveland Big Boll cotton received, and I beg to say that it stands at the head of the list.

JAMES M. KIMBROUGH.

Letter from one of largest planters in Georgia.

Model Seed Farms,
St. Matthews, S. C.

The cotton seed, Wannamaker's Cleveland Big Boll, bought of you a year or two since, has proven very satisfactory. I believe very strongly in seed selection. Your plan of selecting seed is a good one. I believe the Cleveland Big Boll, if properly selected from year to year, will be made—if it is not already—the best variety of cotton grown in this section of the country. I believe greatly in the best variety of seeds of all kinds. Please ship me via Augusta 50 bushels of your best and latest improved seed.

JAMES M. SMITH.

Smithonia, Ga.

Model Seed Farms,
St. Matthews, S. C.

I have purchased cotton seed from you for the last two seasons and they have proved satisfactory in every respect, especially the Pedigree-Cleveland Big Boll that I bought from you last season. I had about become disgusted with big boll cottons, as they had not done well with me, but I am glad to say your Cleveland came up to my expectations in every respect. On two acres I made three bales of cotton although I did not get a stand until June, but it opened early and outyielded any other cotton I had by 20 per cent. Please ship me three bushels of your best selection. I want these for my seed patch.

R. Y. TURNER.

Winnsboro, S. C.

Model Seed Farms,
St. Matthews, S. C.

The Wannamaker-Cleveland cotton is the best cotton I have ever planted, and I have tested fifteen varieties for two years. It will produce more seed cotton per acre by two to five hundred pounds than other cottons, and will yield 38 per cent. of lint. I tested the Wannamaker-Cleveland with the Pure Cleveland cotton this year, and find the difference in them all that they claim for them. Hands will pick far more in it than in small-bolled cotton.

B. D. FUNCHESS.

Orangeburg, S. C.

Model Seed Farms,
St. Matthews, S. C.

Director Alabama Experiment Station, Auburn, Ala., 1911.

I congratulate you on your seed catalogue, and I feel that every man interested in Southern agriculture will join me in applauding you in selling your seed under the name of the standard variety rather than by bestowing new and misleading names.

J. F. DUGGAR.

HONESTY, METHOD AND CARE IN SELECTION, AND PURITY OF SEED IS OUR POLICY

Model Seed Farms,
St. Matthews, S. C.

Dear Sirs:—

I have picked my last bale of the cotton seed mentioned in your letter, the seed bought from you was for a friend of mine and myself with my share I planted 14 acres. I picked on the 14 acres 15 bales and 923 pounds. The bale average was 546 pounds per bale.

I expect to get some more seed from you this coming year.

Your No. 17 cotton seed is a splendid seed for our soil.

Yours truly,

J. W. POMCRAIN.

New Roads, La.

Model Seed Farm,
St. Matthews, S. C.

I ordered enough of your Improved Pedigree-Cleveland Big Boll cotton seed last year to plant half of my crop, and thought they were rather high, but I see now what I lost by not buying enough to plant my whole crop. It is all you claim for it, and more. Some of it made 40 pounds of lint to the 100.

J. T. COX

Moore, S. C.

Model Seed Farms,
St. Matthews, S. C.

I would be very glad for you to quote me your very best cash price on your Appler Seed Oats f. o. b. Creston or Cameron, S. C. I bought of you last season and was quite well pleased with the seed.

BEN H. HARVIN.

Harvin, S. C.

Model Seed Farms,
St. Matthews, S. C.

Agri. and Asst. Director Ga. Exp. Station, Experiment, Ga., 1911.

In regard to your selection of Cleveland's Big Boll, the results are conclusive evidence that you have exercised great care and good judgment. The single stalk selection is the only sure way of improving cotton and corn. The possibilities of the cotton plant are yet unknown, but by close systematic and persistent single stalk selection greater yields can be reached. You are on the right track, and if you will stick to it you will get something that will make you feel good and at the same time you will be a benefactor to the farmers of our dear old South land.

JAMES M. KIMBROUGH.

Model Seed Farms,
St. Matthews, S. C.

The Wannamaker's Improved Pedigree-Cleveland Big Boll cotton seed I bought from you last year made me five bales on four and one-half acres of ordinary land, which for years had not been making but one-half bale per acre. The extraordinary prolificacy of this cotton has been the talk of all the farmers of this section of the country, and has shown that honesty in pedigreed seed pays even at a high first cost for classy seed. The merits of your seed show that you are near the 100 per cent. mark. One notable feature is that your cotton has no surplus weed and more fruit and less weed than the regular type of Cleveland.

H. EUGENE FANT.

Seneca, S. C., January 10, 1914.

LATEST REPORTS FROM EXPERIMENT STATIONS.

Model Seed Farms,
St. Matthews, S. C.

Director Holly Springs Branch Experiment Station, Miss., January 10, 1914.

Have just completed table of results of variety test of cotton, and you will see that your cotton came out first with us in 1913.

C. T. AMES.

(NOTE.—The table shows that our Wannamaker-Cleveland made a money value per acre of \$101.50, \$5.62 more than next highest, and \$14.84 more than Cleveland's Cleveland; and also that it was among the earliest, highest linting and largest balled varieties tested.)

HONESTY, METHOD AND CARE IN SELECTION, AND PURITY OF SEED IS OUR POLICY

Model Seed Farms,
St. Matthews, S. C.

Georgia Experiment Station, December 22, 1913.

Your esteemed favor of recent date, asking for the standing of your Wannamaker Pedigree-Cleveland Big Boll cotton received, and I beg to say that it stands at the head of the list.

JAMES M. KIMBROUGH.

Model Seed Farms,
St. Matthews, S. C.

Miss. Delta Exp. Sta., January 2, 1914.

I have your favor of recent date with reference to showing made by your Pedigree-Cleveland Big Boll cotton. We have not yet worked out our data with reference to money value, but your cotton took second place in number of pounds of lint cotton per acre, giving us a yield without fertilizer of 835 pounds lint per acre.

G. B. WALKER.

Model Seed Farms,
St. Matthews, S. C.

The Cleveland Big Boll cotton seed purchased of you has given entire satisfaction. The bolls are numerous and large, the cotton easy to pick and leads in the per cent. of lint. I consider it the best short staple cotton that I can plant on my lands. I have recommended your Cleveland Big Boll and Toole cottons in practically every county in my district, and I find wherever the parties secured seed from you, and a fair test has been made, that these cottons are making greater yields than any other varieties, and the farmers are anxious to secure the seed.

L. L. BAKER,
District Agent.

Model Seed Farms,
St. Matthews, S. C.

We like the seed we bought from you all right. The seed seemed to be the nearest just one thing we ever saw, and the plants are just like peas in a pod.

FAIR VIEW FARM.

Bishopville, S. C.

Model Seed Farms,
St. Matthews, S. C.

Your letter of the 7th inst. received. Wannamaker's Cleveland Big Boll cotton made the best yield of all the varieties in our test, 1,412 pounds seed cotton per acre and 480 pounds lint. You have a splendid cotton. One of our plantations was planted in it this year and made almost a bale of cotton per acre. The size of plats in our test was eight of an acre.

Your Pedigree-Cleveland is showing up well at the Delta Experiment Station this year, 1913, both as to yield and earliness.

Deeson, Miss.

W. R. PERKINS,
Supt. Delta Farms Company.

Model Seed Farms,
St. Matthews, S. C.

Last year we ordered one bushel of your Wannamaker-Toole cotton seed, which has given us thorough satisfaction. With 600 pounds of fertilizers it produced by weight 1,900 pounds seed cotton. We believe that good seed are well worth the money that you ask, which we prove by our recent order of 25 bushels of your Cleveland.

H. C. CRUM & BRO.

Denmark, S. C., December 22, 1913.

Model Seed Farms,
St. Matthews, S. C.

We made up an order for 100 bushels of your Pedigree-Cleveland Big Boll cotton seed last spring. Everybody that got any of it was well pleased. One farmer, Mr. John M. Nixsen, made twenty good bales on ten acres. He is a large farmer, with good practical judgment, and he pronounced it the best cotton he has ever planted. Will you kindly send your catalogue to Mr. Geo. McElveen, this place. He wants some Toole seed.

Kingstree, S. C.

T. OLIN EPPS,
Demonstration Agent.

HONESTY, METHOD AND CARE IN SELECTION, AND PURITY OF SEED IS OUR POLICY

Model Seed Farms,
St. Matthews, S. C.

Your Pedigree-Cleveland cotton is just the best cotton that has ever been planted in this section. I made this year with your Pedigree-Cleveland 680 pounds lint cotton per acre, with only 700 pounds fertilizer. I have planted most of the leading varieties of cotton, and find yours by odds the best I have ever planted. I do not believe there is a higher bred cotton in the belt today; it is almost perfection in cotton. Two of its greatest features is its high per cent. of lint and ease of gathering, and I find it stands in the field remarkably well. Any one wanting an ideal "All Round" cotton should not hesitate in buying yours, and I would consider them cheap at \$5.00 per bushel if they could not be had cheaper. I shall get some more seed from you this season.

Lynchburg, S. C.

D. L. GIBBS.

Model Seed Farms,
St. Matthews, S. C.

I planted the Wannamaker Pedigree-Cleveland Big Boll cotton this spring. The hail destroyed the stand to about one-half, but I made a bale per acre. I think the Cleveland will supersede all other varieties in this section of Georgia.

Griffin, Ga.

T. M. MANLY.

Model Seed Farms,
St. Matthews, S. C.

I beg to say that I liked your Pedigree-Cleveland Big Boll fine, and would like to have a few more bushels for next year. Also some of your corn.

Wade, Ga., December 6, 1913.

ED. L. DURDEN.

Model Seed Farms,
St. Matthews, S. C.

I wish to state that the Two-Ear Marlboro corn bought of you this season gave good results and was highly satisfactory. The Toole cotton seed bought of you produced the best on my farm. The balance of my crop was planted in Toole seed bought from another source, but I expect to plant my entire crop another year in your Toole.

Chester, S. C. December 6, 1913.

C. C. EDWARDS.

Model Seed Farms,
St. Matthews, S. C.

I planted your Marlboro Two-Ear corn this year and am well pleased with it. Expect to plant it another year.

Camden, S. C.

L. M. WEST.

Model Seed Farms,
St. Matthews, S. C.

I planted twenty-nine acres of your Select Toole cotton seed this year. The cotton grew beautifully and fruited finely. A very hot and dry season in August caused the cotton to shed freely, but left enough to make over a bale per acre. Think a bale and a half would have been gathered if there had been no droughth in August. I think the seed a great success.

St. Matthews, S. C.

J. A. BANKS.
Ex-Pres. State Fair.

Model Seed Farms,
St. Matthews, S. C.

Last spring I bought of you some of your Cleveland Big Boll cotton seed. I was real well pleased with the seed. I planted three acres and made three full bales of cotton. I don't think I have seen stalks of cotton more heavily balled than this cotton was. Please send me one bushel of your Pedigree-Toole and four of your best Pedigree-Cleveland Quality, not quantity, is what I want.

P. S.—I have planted the Cleveland for several years, but think yours was better and more crowded with bolls than any of the others.

New Albany, Miss.

G. S. MITCHELL.

HONESTY, METHOD AND CARE IN SELECTION, AND PURITY OF SEED IS OUR POLICY

Model Seed Farms,
St. Matthews, S. C.

Your Cleveland Cotton did extra well. It is the best cotton I have ever seen for such an unusually wet season. The stalks are uniform, the fruit is close and the fibre good. Made 40 per cent. lint.

J. H. M. WHITMIRE.

West Union, S. C., January 19, 1913.

Model Seed Farms,
St. Matthews, S. C.

Replying to your favor of recent date, will say I liked your cotton seed that I bought of you this past spring all right. They gave me very good results, and I would be glad for you to give me your lowest prices on seed for this season.

JAS. W. McINTOSH.

Laurinburg, N. C., January 22, 1913.

Model Seed Farms,
St. Matthews, S. C.

I bought corn of you last year. It was fine. I am giving the best encouragement for all of your seed I can, because I believe you will treat your customers honestly and give them the right seed.

Please ship me two bushels of your especially selected Cleveland Big Boll cotton, and two bushels of your Marlboro Seed corn shelled.

Check for \$11.00 enclosed.

S. F. OWEN.

Pinehurst, Ga.

Model Seed Farms,
St. Matthews, S. C.

I was entirely pleased with the Toole Cotton Seed I bought from you last season. It bore excellent and was healthy throughout its growth. I should like to buy more fresh seed from you this season.

C. ST. G. SINKLER.

Eutawville, S. C.

St. Matthews, S. C.
Model Seed Farms,

The quality of your seed has always pleased me. I expect to order more.

GRATZ DENT.

January 16, 1913.

Model Seed Farms,
St. Matthews, S. C.

It gives me pleasure to say that I have obtained excellent results from your Pedigree-Toole cotton, including Pedigree-Cleveland Big Boll, bought of you last year. I think they are both splendid varieties, and your strains about the best I have seen.

E. F. MURRAY.

Laurinburg, N. C.

Model Seed Farms,
St. Matthews, S. C.

I was pleased with seed bought from you last spring. The five bushels of Two-Eared Marlboro corn was planted by Mr. J. C. Gary and myself, and we were well pleased with same. Think it is as near a Two-Eared corn as we could get.

W. P. SMITH.

Kinards, S. C.

Model Seed Farms,
St. Matthews, S. C.

Your Marlboro Two-Eared Seed corn proved very satisfactory with us. We had a fine average yield from our entire crop, and on one acre that we gave some extra attention, we gathered 93 1-2 bushels. Taking everything into consideration, we consider that you have a very desirable variety.

WARE SHOALS MFG. CO.

HONESTY, METHOD AND CARE IN SELECTION, AND PURITY OF SEED IS OUR POLICY

Model Seed Farms,
St. Matthews, S. C.

Please send us a catalogue of and the kind of cotton seed you shipped us in the spring of this year. This cotton is something fierce. We want to know more about it. We have a trial patch and stalks carrying 300 to 400 bolls.

(NOTE:—These seed were Pedigree-Cleveland Big Boll.)

M. S. BAILEY & SONS.

Clinton, S. C.

Model Seed Farms,
St. Matthews, S. C.

I planted some of your Pedigree-Cleveland Big Boll cotton this year, and was greatly pleased with the results. It made a fine crop. I consider it the best cotton I have ever planted. Am a great advocate of seed selection, and have selected from the best stalks my planting seed.

O. E. TATE.

Elberton, Ga.

Model Seed Farms,
St. Matthews, S. C.

I am well pleased with the Pedigree-Cleveland Big Boll cotton seed bought of you last spring. I believe it is the best big boll cotton I have ever seen, and it makes more lint than any big boll cotton I have ever planted. Made an average of 37 per cent., and I didn't get it up until 1st of June on account of dry weather. Will want some more seed this winter.

W. R. CHANDLER.

Lanes, S. C.

Model Seed Farms,
St. Matthews, S. C.

I have planted your Pedigree-Cleveland Big Boll cotton for two years and find none better. It yields fine in the field and makes a fine sample.

J. H. GRICE.

Sellers, S. C.

Model Seed Farms,
St. Matthews, S. C.

The Pedigree-Cleveland Big Boll cotton seed I bought of you was so fruitful that I made one and one-half bales per acre, and all the farmers want the seed another year. We plant three or four varieties, but we shall adopt your "Wannamaker" next year. Wishing you much success.

G. I. THOMPSON.

Ailey, Ga.

Model Seed Farms,
St. Matthews, S. C.

Last year I bought ten bushels of your Wannamaker Pedigree-Cleveland Big Boll cotton seed for my farm near Darlington, S. C., and I was very much pleased with the results.

E. M. McCOWN.

Denmark, S. C.

Model Seed Farms,
St. Matthews, S. C.

I am pleased with the Wannamaker-Cleveland Big Boll cotton I bought of you last spring. It branches out near the ground, is very uniform in its growth and makes a high percentage of lint.

H. B. WISEMAN.

New Albany, Miss.

Model Seed Farms,
St. Matthews, S. C.

Will say that your Pedigree-Cleveland Big Boll has given me best results. I planted one and one-quarter acres of Pedigree-Cleveland and made 2,650 pounds of seed cotton on ordinary land.

J. T. MILLER.

Newberry, S. C.

OUR PLAN OF BREEDING COTTON

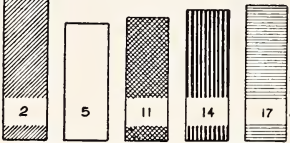
The first year a large number of plants are selected from a variety of cotton we desire to improve. They are picked and ginned separately, notes of each with all characteristics are recorded. Each plant is then planted in a comparative test plot, side-by-side, which is known as the *Plant-to-Row test*. This test is run in duplicate so as to give best indications of value. Here the plants compete for highest yield, best type, earliness, and best staple characters. Careful notes are made through the season, each row is picked separate and the best five rows are saved for separate increase. The second year these five are increased separately, are tested in Variety test with other varieties and the best two or three go on to the third year. The same procedure the third year gives the ONE BEST for increase and testing the fourth year. Its record through the four years is its Pedigree and it goes out to the public on its own RECORD OF MERIT.

This system of breeding is a continuous process. Each year we have a new Plant-to-Row test, selecting plants from the best PROVEN STRAINS, with the idea of producing still better strains.

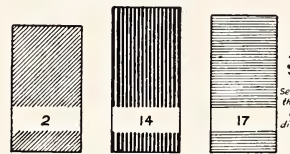
OUR SEED-BREEDING SYSTEM



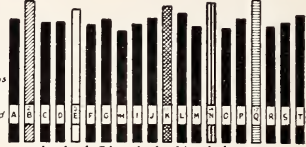
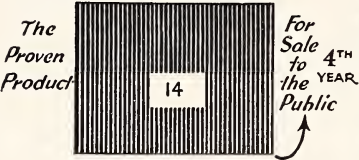
The Plant-to-Row Test



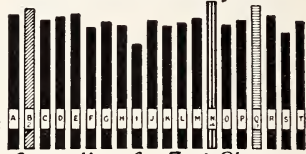
Selected Plants Increased



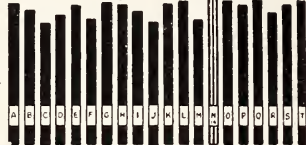
The Survival of the Fittest



Selected Plants in Variety Test



Competing for First-Place



Our Final Product Must Prove its worth in Test with Other Varieties



Cut Showing Row of Wannamaker Cotton, showing the earliness. Photo taken Sept. 1, 1925

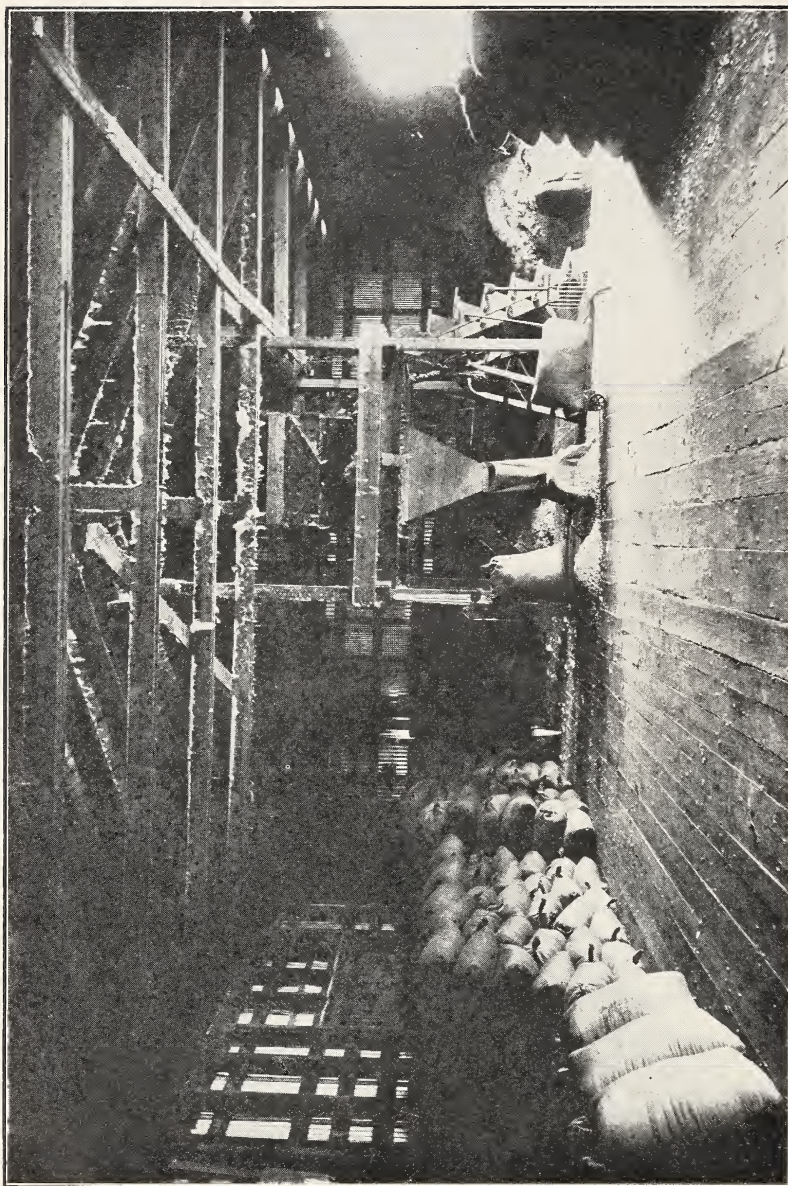


Photograph of Ootootan Beans of purest stock growing on Model Seed Farms and Officers of Firm

We have a limited stock of Ootootan Beans grown from purest and well bred seed. It is important that every farmer grow these beans as we consider them the best beans to grow after some years of experience with beans. The Ootootan will make money for you by growing for seed or they are also good for a hay crop.

Price of our pure stock on application, F. O. B. St. Matthews, S. C.





Photograph Of One Of Our Seed Houses Equipped With One Of The Best And Largest Recleaning
And Grading Machines Through Which Our Entire Stock of Seed Are Run Before Sacking



Photograph Of Our Large Seed Warehouse In Which Our Seed Are Stored In Rows Of Sacks Only
Two To Four Sacks Wide To Prevent Any Possible Chance Of Seed Heating

Continual Breeding of WANNAMAKER'S CLEVELAND COTTON

Originated By Us In 1908

IS OUR SPECIALTY



Our ginnery plant where our pedigreed seed are ginned pure.

Address The Originators and Breeders:

MODEL SEED FARMS

J. SKOTTOWE WANNAMAKER,
Sales Manager

T. M. WANNAMAKER,
Seed Mgr., Production Mgr. &
In Control of Breeding

F. M. WANNAMAKER,
Shipping Manager

By T. M. W.

ST. MATTHEWS, SOUTH CAROLINA
